

REMARKS

Applicants believe that the amended claims and comments that follow overcome the rejections set forth in the January 02, 2008 Office action, and put the amended claims in condition for allowance.. Applicants have amended independent claims 1, 9, and 17. The amendments are in no way related to patentability and no new matter has been added. Claims 1-18 remain for consideration.

I. THE EXAMINER'S REJECTIONS

The Examiner rejected claims 1-6, 9-14, 17, and 18 under 35 U.S.C. §103(a) as being unpatentable over *Lerner*, U.S. Patent No. 6,954,799 (hereinafter "*Lerner*"), in view of *Vange et al*, U.S. Patent No. 7,143,195 (hereinafter "*Vange*"). Specifically, the Examiner stated that *Lerner* and *Vange*, in reference to independent claims 1, 9, and 17, disclosed:

A method for redirecting a user from a second Web site to a first Web site, comprising the steps of:

(1) providing, by the second Web site, a URL offering a product or service to the user, said URL specifying a program on the second Web site (column II, lines 3-9);

(2) reading, by said program, a cookie located in the user's computer in response to the user activating said URL (column II, lines 9-14);

(3) providing a positive determination when an inquiry by said program, from said cookie as to whether the user already possesses said product or service is true (column II, lines 32-37);

(4) redirecting, by said program, the user to the first Web site when the determination of step (3) is positive determination, wherein the first Web site is specified by said cookie (column II, lines 32-37); and

(5) offering, by the second Web site, to supply said product or service to the user when the determination of step (3) is negative (column II, lines 14-18); whereby the user who already possesses said product or service will not receive duplicate offers to supply said product or service from multiple Web sites (column II, lines 32-37).

(Office Action dated January 02, 2008, pp. 5-6)

Thus, the Examiner stated, in view of the aforementioned references, that *Lerner* disclosed a method for integrating web based applications with each other. The Examiner also stated that, *Lerner* failed to expressly disclose reading the cookie through a wireless link. In making this 103(a) rejection, the Examiner stated:

Lerner disclosed a method for integrating web based applications with each other and with other centralized applications to provide a single sign-on approach for distributed web sites. *Lerner* expressly disclosed providing, by the second web site, a URL where the URL specifies a program on the second web site. *Lerner* also expressly disclosed reading, by the program, a cookie that is located on the user's computer. **However, *Lerner* did not expressly disclose reading the cookie through a wireless link.**

(Office Action dated January 02, 2008, pg. 4, Emphasis added)

The Examiner went on to state that *Vange* provided this wireless link feature. The Examiner stated that *Vange* disclosed both storing a cookie on a mobile computer (Office Action dated January 02, 2008, pg. 4), as well as reading the cookie located on the client device (Office Action dated January 02, 2008, Pg. 4).

II. THE EXAMINER'S REJECTIONS SHOULD BE WITHDRAWN

The Examiner rejected claims 1-6, 9-14, 17, and 18 under 35 U.S.C. §103(a) as being obvious in view of *Lerner* and further in view of *Vange*. Applicants respectfully disagree and submit that *Lerner* in combination with *Vange* fail to teach all of the elements of the claims of the present invention.

The Examiner rejected independent claims 1, 9, and 17 under 103(a), and stated that *Lerner* disclosed essential features of the present invention. Specifically, the Examiner stated that *Lerner* disclosed integrating web based applications with each other and with other centralized applications to provide a single sign-on approach for distributed websites. Specifically, the Examiner stated:

Lerner disclosed a method for integrating web based applications with each other and with other centralized applications to provide a single sign-on approach for distributed web sites. *Lerner* expressly disclosed providing, by the second web site, a URL where the URL specifies a program on the second web site. *Lerner* also expressly disclosed reading, by the program, a cookie that is located on the user's computer. **However, *Lerner* did not expressly disclose reading the cookie through a wireless link.**

(Office Action dated January 02, 2008, pg. 4, Emphasis added)

Yet further, the Examiner stated that *Vange* disclosed both, storing a cookie on a mobile computer (Office Action dated January 02, 2008, pg. 4) and reading the cookie located on the client device (Office Action dated January 02, 2008, Pg. 4). Therefore, claims 1, 9, and 17 has been rejected under 103(a) as being unpatentable under *Lerner* in view of *Vange*.

Applicants respectfully believe that this is not the case. More specifically, Applicants believe that the combination of *Lerner* and *Vange* do not disclose the novel features of the claimed invention of “redirecting, by said program, the user to the first web site when the determination of step (3) is positive determination, wherein the first web site is specified by said cookie. . . ” as claimed in claim 1. In contradistinction, *Lerner* (column II, ln. 32-37) is cited as disclosing:

At this time, when the user goes to the interactive education application, the application interface library 402 compares the updated information in

the cookie to the latest version of the UA, and *determining* that the two versions of the UA match, the *user is not presented* with the UA for viewing again.

Office Action dated January 02, 2008, pg. 4, emphasis added

As disclosed above, *Lerner* merely compares the information residing on the user's cookie with the information residing within the application interface library 402. Applicants' invention discloses redirecting the user from the second website to the first website, based on reading the cookie stored on the user's computer. This is important in Applicants invention because a "web user 102 need not waste time logging into a Web site or indicating that they already possess a product or service." (Detailed Description of the Preferred Embodiments, pg. 11, ln. 6-8) More importantly, cookies allow a web user to "navigate more efficiently by not having to stop to enter information that he has already entered." (Detailed Description of the Preferred Embodiments, pg. 11, ln. 8-10) Applicants believe that *Lerner*, in view of *Vange* fail to teach or suggest the novel feature of automatically redirecting a user from the second website to the first website, as is claimed in the present invention. Thus, independent claims 1, 9, and 17 are thus allowable in light of the aforementioned remarks.

Moreover, dependent claims 2-6; 10-14, and 18 are dependent on newly allowable independent claims 1, 9 and 17, and are thus also in condition for allowance. Therefore, the Examiner is respectfully requested to withdraw the obviousness rejections under 103(a) and place the claims in condition for allowance.

III. NO NEW MATTER HAS BEEN ADDED

The amendments to the claims add no new matter. The amendments to the claims are fully supported by the specifications.

IV. CONCLUSION

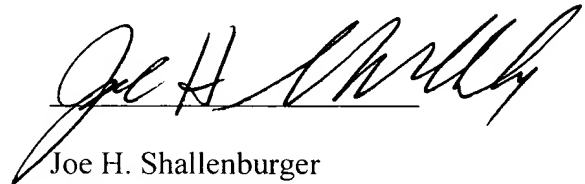
Applicants submit that the specification, drawings, and all pending claims represent a patentable contribution to the art and are in condition for allowance. No new matter has been added. Early and favorable action is accordingly solicited.

Should any changes to the claims and/or specification be deemed necessary to place the application in condition for allowance, the Examiner is respectfully requested to contact the undersigned to discuss the same. This Amendment is being timely filed. In the event that any additional fees are required for the entry of this amendment, the Patent and Trademark Office is specifically authorized to charge such fees to Deposit Account No. 23-0420 in the name of Ward & Olivo.

For the reasons discussed above, all pending claims are allowable over the cited art. Reconsideration and allowance of all pending claims is respectfully requested.

Respectfully submitted,

Date 4/2/08

A handwritten signature in black ink, appearing to read "Joe H. Shallenburger", written over a horizontal line.

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